

1998 Promotion Work Plan

Rev.	2/17/98	Jan	Feb	Mar	Apr	May	June	July	Aug	Sep	Oct	Nov	Dec
Promotion #	800008	4	4	5	4	4	5	4	4	5	4	4	5
SKU	5,850			5,850		5,850							
National Pack	WINSTON 70¢/2Pk	WINSTON B2G1F	WINSTON 70¢/2Pk	WINSTON 70¢/2Pk	WINSTON 70¢/2Pk	WINSTON 70¢/2Pk	WINSTON 70¢/2Pk	WINSTON 70¢/2Pk	WINSTON 70¢/2Pk	WINSTON 70¢/2Pk	WINSTON 70¢/2Pk	WINSTON 70¢/2Pk	WINSTON 70¢/2Pk
Ship to Retail	Jan 5		Mar 17		May 4								
Promotion #	800022	8,520	8,602	800335	5,225	5,400	800101	5,375					
SKU													
National Pack	SALEM Slide Box BIG1F	CAMEL B2G1F	SALEM Slide Box BIG1F	CAMEL B2G1 10¢	CAMEL T-Shirt		CAMEL B2G1F	SALEM Slide Box BIG1F		CAMEL B2G1F	CAMEL Premium		
Ship to Retail	Jan 12	Feb 2	Mar 9	Apr 6	May 18			?					
Promotion #						800429	32						
SKU													
National Pack	KAMEL O-Zone Calendar	KAMEL O-Zone T-Shirt		KAMEL O-Zone Sign		CAMEL O-Zone Premium				KAMEL O-Zone TBD			
Ship to Retail													
Promotion #	800004	8,610	800018	2,610		800219	2,610						
SKU													
National Pack	DORAL \$1/2 Pks	DORAL B1G1F		DORAL B1G1F		DORAL \$1/2 Pks		DORAL B1G1F	DORAL \$1/2 Pks	DORAL B1G1F			
Ship to Retail	Jan 19	Feb 16		Apr 20		Jun 1							
Promotion #	800005	90	800019	150	800026	120							
SKU													
National CTS	DORAL \$1/2 Pks	DORAL B2G1F	CAMEL B4G1F		CAMEL B4G1F	DORAL B4G1F		CAMEL B4G1F		DORAL B4G1F	CAMEL B4G1F		
Ship to Retail	Jan 19	Feb 16			May 18	Jun 1							
DPC (2 Ctn.)	CAMEL 600	SALEM 6,000	CAMEL 2,700	SALEM 3,800	WINSTON 3,800					51851 4562			

1998 Workplan - Base Plan

Type of Activity	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Package Promotion	W Special Price Promo D \$1.00 Off/2 Pk	D B2G1F/ B1G1F C B2G1F	W/C Price Event	D \$1.00 Off/2 Pk C B2G1F	W Special Price Promo CP	W/C Price Event D \$1.00 Off/2 Pk	W Special Price Promo C B2G1F	W Special Price Promo D B2G1F/ B1G1F	W/C Price Event D \$1.00 Off/2 Pk	D B2G1F/ B1G1F C B2G1F	W Special Price Promo CP	W/C Price Event
← CAMEL Menthol - B2G1F →											← CAMEL Menthol - B2G1F →	

Package Promotion



WINSTON

- Five special 70¢ off/2 pk price promotions
- Timing: Jan/May/July/August/November
- Tentative March 2 pk/WINSTON NASCAR Driver Poster



DORAL

- Seven promotions (4 - \$1.00 off/2 pk, 3 -B2G1F/B1G1F)
- Timing:
January - \$1.00 off 2 pk
February - B2G1F/B1G1F
April - \$1.00 off/2 pk
June - \$1.00 off/2 pk
August - B2G1F/B1G1F
September - \$1.00 off/2 pk
October - B2G1F/B1G1F



CAMEL

- Six promotions (4 B2G1F/2 premium promotions)
- Timing:
February - B2G1F
April - B2G1F
May - B2GP
July - B2G1F
October - B2G1F
November - B2GP

NOTE: Workplan POS changeover CAMEL/WINSTON - February

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RETAIL PARTNER RESOURCE EXECUTION PLAN

FULL PARTNERSHIP PLAN LEVEL	# OF WEEKS W/C PRICE PROMOTION	THIRD QUARTER (7/6-7/31)							FOURTH QUARTER (10/5-10/30)																		
		1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13
NO MATCH	8 WEEKS	1	2							7	8																
DISCOUNT MATCH	8 / 1 / 1R	1	2					4	5	6	7	8	9	1R													
VALUE MATCH	8 / 1 / VALUE	1	2				3	4	5	6	7	8	9	1													
PRESENCE BONUS	10 WEEKS	1	2				3	4	5	6	7	8	9	10													
5 WEEKS (.50¢) ADVANTAGE						50¢	50¢	50¢	50¢																		
DORAL 13 WEEKS (MINIMUM \$2.00) CEILING STRATEGY		1	2	3	4	5	6	7	8	9	10	11	12	13													
PAYMENT TIMINGS →																											

FULL PARTNERSHIP LEVEL--- STATE FULL PRICE DISCOUNT VALUES --- (NY \$3.00) -- (NJ, CT \$2.50)

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BASE PARTNERSHIP PLAN LEVEL	# OF WEEKS W/C PRICE PROMOTION	THIRD QUARTER (7/6-7/31)							FOURTH QUARTER (10/5-10/30)																			
		1	2	3	4	5	6	7	8	9	10	11	12	13	1	2	3	4	5	6	7	8	9	10	11	12	13	
NO MATCH / RA / MERCH. NEUTRAL	5 WEEKS	1	2					3	4	5																		
DISCOUNT MATCH	5 / 1 / 1R	1	2					3	4	5	6	7	8	1R														
VALUE MATCH	5 / 1 / VALUE	1	2					3	4	5	6																	
DORAL 7 WEEKS (MINIMUM \$2.00) CEILING STRATEGY		1	2							3	4	5	6	7														
PAYMENT TIMINGS →																												

BASE PARTNERSHIP LEVEL--- FULL PRICE DISCOUNTING \$2.00 (ALL ACCOUNTS AT THIS LEVEL AT \$2.00 RATE REGARDLESS OF STATE VALUES)

THIS REPRESENTS THE 1 WEEK RETAILER MATCH. WHILE THE TIMING IS INDICATED ON THIS CALENDAR YOU SHOULD:

WORK THE RETAILER ADDED MATCH FUNDS BASED ON COMPETITIVE ACTIVITY AT EITHER THE START OR END OF THE ABOVE NOTED TIMELINES.

RAE MATCH ACCOUNTS— IN THESE ACCOUNTS WHERE THE RETAILER DOES NOT PROVIDE DISCOUNT DOLLARS WE WILL REQUIRE THE SAME ALTERNATIVE VALUES FROM THESE ACCOUNTS AS WE HAVE ON PREVIOUS PROGRAMS : ALL ACCOUNTS MUST AGREE TO COMPLETE OUR BUDDOWN TRACKING FORM PER OUR GUIDELINES. AND ADD VALUE AS AGREED TO BY RJR. EXAMPLES BELOW

PLACE REQUESTED TEMPORARY DISPLAY(S) IN A MUTUALLY AGREEABLE LOCATION.

4 PLACE WINDOW PASTER / POS

6 PLACE BANNER

RETAILER PROVIDES ADVERTISING FOR PROMOTION

5 RETAILER FLYER / ADVERTISING

7 RETAILER GIVEAWAYS

RETAILER INFORMS / PRESENTS PROMOTION TO COMPETITIVE SMOKERS

SM IS STILL TO BE DISCOUNTED ACCORDING TO REGION GRIDS

CONTINUE OUR CURRENT STRATEGY ON SALEM. WINSTON-SALEM WILL BE ADVISING US OF REVISED STRATEGIES PRIOR TO JULY 1, 1998

VOLUME (0-75) WITH NO CONTRACT / MPO CONTRACT— FP DISCOUNT AT \$2.00 AND DORAL AT CEILING STRATEGY RATES. LIMIT DISCOUNTING TO 5 WEEKS PER QUARTER AND TEMP DISPLAYS REQUIRED FOR EACH BRAND DISCOUNTED